Hands On

The Newsletter of the American Massage Therapy Association™

Volume XIII, Number 6 November/December1997

Raves for New AMTA Web Site

AMTA's new web site has been a big hit, quite literally. In the first two weeks of September alone, more than 3,000 'user sessions' were logged. These sessions tallied more than 85,000 'hits' or actions on the site. The large number of hits compared to the number of user sessions seem to indicate that once at the site, visitors are digging in for information, and not jumping off, as is often the case with web sites. Since the site premiered, 400 positive responses and inquiries from members and nonmembers have traveled via the Contact AMTA page of the web site. One member e-mailed a message stating, "Thank you for being on the Web. I've learned more about AMTA in 20 minutes than I ever would by any other means."

AMTA members are not the only ones reacting enthusiastically to the new cyber address. Computer Currents Interactive gave the AMTA web site the Link of the Week Award. According to CCI, the AMTA web site was chosen "based on its originality, content and quality." Professionals who operate other web sites have commented on how well the information is presented. The webmaster of Healing Net commented, "You have a beautiful site." Several journalists have notified AMTA that they have visited the site

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Tiffany Field a Keynote Speaker at Salt Lake City Convention

Tiffany Field, Ph.D., one of the world's leading researchers in touch therapy, will be the keynote speaker at the National Convention in Salt Lake City on Friday, November 7. She was featured in the cover story on massage in *Life* magazine in August (see page 5). Director of the University of Miami's Touch Research Institute (the first institute in the world devoted to touch research), she is also professor of pediatrics, psychology, and psychiatry at Miami School of Medicine.

Other keynote speakers at Salt Lake City will be:

—Margaret Wheatley, Ph.D., author of *Leadership and the New Science*, co-author of *A Simpler Way*, and president of the Berkana Institute, which studies new organizational forms, will talk on Wednesday, November 5. She will describe new ways for professional associations to support their members.

—David Palmer, developer of the first chair for seated massage and author of *The Bodywork Entrepreneur*, will talk on Thursday, November 6, on the importance of touch in bodywork.

—Noel de Caprio, a leader in the spa industry, has had profound experiences with touch in overcoming a life-threatening illness. In her inspiring talk on Saturday, November 8, she will share her powerful insights and triumphs.

Tiffany Field, Ph.D.

Field will review 54 studies she and her colleagues are conducting on

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Raves for Web Site

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for information to be used in newspaper, magazine, and newsletter articles. Healthcare associations have indicated that they have found the web site to be of high quality and plan on establishing links between AMTA's site and theirs.

Already, the web site is fulfilling what AMTA had hoped it would. According to Elliot Greene (MD), former AMTA president, current Communications chair, and volunteer project manager for the creation of the web site, it is a new avenue for members to get more convenient service and facilitate communication as well as attracting new members. Just recently, a woman from Cape Town, South Africa, e-mailed AMTA asking if she can join and become an active member, despite being so far away.

The AMTA web site brings a level of immediacy in acquiring information about massage therapy, as well as about the association and its benefits. A greater sense of community among members can grow as more and more information becomes available. Plans are now being made to include profile pages for chapters and training programs. Each chapter will be able to place its own page on the site to announce upcoming meetings and events. The training programs will provide central resources for prospective students to find helpful information. Additionally, a "virtual" massage room is under construction. It will be a place for stressed-out websurfers to come and relax, listen to soothing music, try out massage tips, and learn more about massage therapy.

Check the AMTA web site often for additional information and these new features. Here's a tip to mark the AMTA web site for easy reference. Once at the site, simply "bookmark" it or add it to a list of "favorite" sites. This will make the next trip to www.amtamassage.org even faster.

AMTA Foundation Reminders

Mid-November Mail

The Annual Giving Campaign is a direct-mail campaign sent to all AMTA members to raise funds exclusively to support Research, Community Outreach, and Educational Scholarships through the AMTA Foundation's Grant Program. Last year's campaign raised more than $45,000, with only a little more than 2 percent of the membership responding. You can be a part of this year's successful campaign with a tax-deductible contribution of any amount. Let's try to get more members to participate in this year's campaign than ever before. Please watch your mail in November for this important communication on how your support can further the massage therapy profession.

Grants

If you would like to apply for a grant from the AMTA Foundation, contact us through the AMTA website at **www.amtamassage.org**. Applications and guidelines can be downloaded directly from the website or obtained by calling the AMTA Foundation office at **847.864.0123 x35.**

Deadlines

Deadlines for applications to be submitted are as follows:

Educational Scholarship
December 1, 1997

Research
March 1, 1998

Community Outreach
March 15, 1998

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Next Deadline:
November 1, 1997
(for January/February Issue)

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation, or physical handicap.

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Flow

Presidential Musings

AMTA as an organization, and each of us individually, have been very successful in our efforts to advance the profession of massage therapy. We have witnessed remarkable growth in the number of Americans entering the massage therapy profession and joining AMTA during the last decade.

Because of this rapid growth, many of our members have been in the profession for only a few years and see it as we have shaped it, without experiencing the history of its evolution to this point. Many massage professionals have no idea that just a few years ago the profession had no national certification, no foundation, no research, no media attention, little sports massage, few massage therapists working in hospitals, and in most areas no respected place in the local professional healthcare community. It is easy for new therapists to think that the profession is widely accepted today because of some general societal enlightenment, but that is only part of the equation. The truth is that cultural shifts occur because of individual and group efforts to educate and create change.

The current status of the profession of massage therapy, and the shift in American attitudes about health care are the result of the efforts of committed individuals passionate about their beliefs. These individuals are most effective when they work through their professional organization. AMTA has been, and continues to be uniquely suited to serve as the vehicle through which members can realize their vision of the massage therapy profession.

In order to continue the flow needed to sustain a rapidly evolving profession, the new professionals entering the field must step forward and continue the effort. If new therapists choose their affiliation based on the cost of annual dues, rather than through consideration of an organization's history of efforts to advance the profession, then I fear our profession may lose the position we have struggled to gain. It is imperative that we massage therapists encourage those who are just entering our profession to select their affiliation based on the organization's commitment to the profession, not on discounted insurance policies. Concerned massage therapists, teachers, and authors must encourage our colleagues to become members of AMTA so that together we can continue to advance the profession as a whole and better serve the people of this country.

It is through this flow of individuals stepping forward and working through AMTA that so much has happened within our profession. AMTA's success is due to those individuals who serve through volunteering and equally to those who support our efforts through their membership dues and donations to the AMTA Foundation.

Not only does AMTA's leadership change through a flow of individuals, the entire operation flows. Flow is about movement, direction, and continuous shifting. In order to be flowing, we must always be investigating and discovering and becoming aware. AMTA does this through member involvement, through member voices, member concerns, and the experiences of members as we work and teach within the profession. AMTA is continuously recreating itself, shifting specific focus, and advancing through changing circumstances. Even with all this change, there is a continuous flow towards a greater focus and direction.

Flowing can be a smooth continuous movement and there is nothing more relaxing than resting in a gentle flow. However, to be flowing we have to expect that sometimes we may flow to a stagnant place, or we may flow somewhere too quickly, damaging things in our path. We will very likely flow to a place that is uncomfortable, because flowing is about changing and change is usually challenging. Sometimes we will discover what we don't like and will have to work to get the flow going in another direction or, as we have in the past, cut loose an old concept and flow towards a new future. The point is that while we are flowing we will experience both mistakes and brilliance. We must take care not to move into stagnation simply because we feel dejected over some mistake; we should not become so enamored with some wonderful place that we forget to move on to others. Our job is to see that we keep flowing.

A drop by itself can flow, but it does not flow to the same extent that a river can. Flow of this capacity is a communal effort. AMTA is the river of therapists that is carrying our profession into a remarkable future. I leave my term as president having enjoyed working with all of you to keep the flow.

Thank you for this great opportunity to serve and to practice respectful leadership.

Scott P. Lamp
AMTA President

Fingerprints

AMTA Members Leave Their Mark

Northwest Incentive

Kathleen Lindmeyer (MN) was recently contracted by Northwest Airlines to give massage to its baggage carriers. Northwest introduced an experimental "Stretch-n-Flex" program to help reduce on-the-job injuries. When the employees take part in the program, they get a card punched and receive massage minutes. Lindmeyer's 15-minute "tune-ups" are the incentive for baggage carriers to participate in the program.

Northwest baggage carrier receiving a tune-up from Kathleen Lindmeyer.

For 23 hours a week, Lindmeyer sets up her chair in the transfer offices where the carriers gather between flights. She performs trigger-point therapy on muscle tissue that is often damaged from the carriers' heavy lifting and awkward bending. Lindmeyer describes her treatment as similar to giving a sports massage. While working on specific muscle groups of the upper body, she builds in energy strokes to keep the baggage carriers alert. The program has been receiving rave reviews from its participants. Lindmeyer has read dozens of memos from carriers praising her efforts and proclaiming how massage relieves their tension and makes them feel good. She comments, "Employees are very receptive and we anticipate positive changes."

Sharing Massage

In the 12 years that Southeast Missouri Hospital of Cape Girardeau has sponsored the American Cancer Society "We Can Weekend," never had they invited a massage therapist to participate.

That all changed in the summer when Andra Fahlberg (IL) joined nurses, social workers, and chaplains for a retreat with cancer patients and their families. She taught family members simple techniques and gave seated massages.

Making the News

In a recent article, Denver's *Rocky Mountain News* featured Millie Hynes (CO) and her efforts to bring geriatric massage therapy to Sandalwood Manor in Wheat Ridge. Hynes sees massage as a way to help people with depression or suffering from various physical ailments. She performs light massage on her clients, sometimes only rubbing their hands and talking. In the article she states, "Every day I have wonderful little surprises. I get so much feedback immediately from the residents that it's helped. I'm a facilitator for the body to heal itself."

Aileen Gertz (MD) of Alexander's of Annapolis Salon and Day Spa recently promoted the benefits of massage and identified massage techniques in an article from the *Bay Times* of Stevensville. Gertz was quoted as saying, "Massage therapy is integral to the maintenance of good health."

Who has been in the news?

AMTA wants its members to know! Or if you participated in a special event where you passed on the power of touch to others, please share your story with us!

Write and include the news article and any pictures to:

AMTA Hands On, 820 Davis St., Suite 100, Evanston, IL 60201-4444

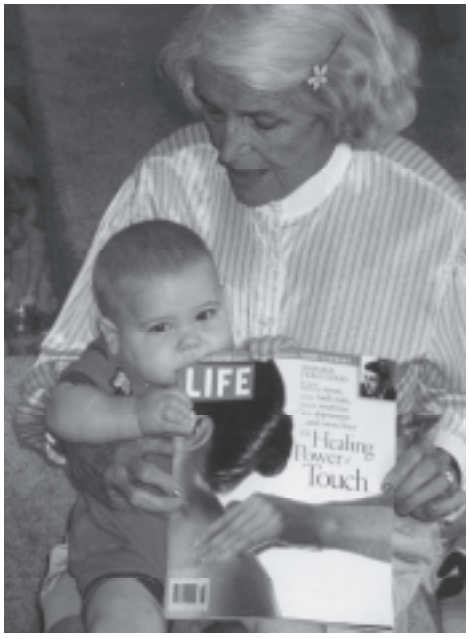
LIFE Magazine Features Massage

Over several months, the AMTA National Office provided writers and editors of *Life* magazine with extensive information about massage therapy.

Then in August, *Life* featured an article on massage's healing power. The cover reads, "Massage feels good, it also reduces stress, eases back pain, fights anorexia, lifts depression... and saves lives: The Healing Power of Touch." While the article fails to mention AMTA, it is very positive national publicity for the profession.

Tiffany Field, Ph.D., director of the Touch Research Institute in Miami, was quoted throughout the article, sharing the positive results of several studies done on touch. She will be a keynote speaker at the AMTA National Convention in Salt Lake City.

These photographs of Madeline Chance and Baby John were taken at the Touch Research Institute Pre-School. On page 62 of the *Life* story, their relationship is described. Chance volunteers at TRI, giving daily massage to Baby John and other children ranging from 6 months to 5 years of age. Researchers have seen the children become more attentive and responsive as a result of the massages.



Baby John and Madeline Chance

Do you or does your practice have a home page on the web?

If so, you can help let the online world know about AMTA's web site and massage therapy by putting a link on your home page to AMTA's!

Set your link to our URL:

http://www.amtamassage.org

Thanks for helping spin a massage web to promote the profession of massage therapy worldwide.

Hands On Circulation Report

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Total No. printed	27,580	29,161
Paid Circulation Sales (Not Mailed)	0	0
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Total Paid Circulation	26,755	28,161
Free Distribution (Mail)	225	100
Free Dist. (Outside-Mail)	85	50
Total Distribution	27,065	28,311
Copies Not Distributed	515	850
Return from News Agents	0	0
Total	27,580	29,161

I certify that the statements made by me above are correct and complete.
Theodore Berland, Editor.

On the Road Again

Brenda Griffith (VA), Chapter President and National Education Committee Chair at the Arlington Congresses.

The AMTA exhibit is on the move again. In early September, it provided a platform for introducing AMTA simultaneously to attendees at twin conventions: the 4th Annual International Congress on Alternative & Complementary Therapies, and the 2nd Annual Congress on Natural Pharmacy, held together at Arlington, VA.

President Scott P. Lamp (FL), and AMTA-VA Chapter President and National Education Committee Chair Brenda L. Griffith (VA) helped staff the exhibit and provide answers to questions from physicians, pharmacists, nurses, and various entrepreneurs. The questions ranged from "What is massage therapy?" to "How can I get insurance to cover it when I refer a patient to a massage therapist?" The attendees, there because of their interest in alternative therapies and natural products, learned to contact AMTA to find qualified massage therapists and how massage therapy can benefit their practices.

The most popular literature given away at the AMTA exhibit was the newly-published brochure, *"Massage and Medicine: Integrating Therapeutic Massage Into A Medical Practice."*

Open communication resulted not only in educating attendees about massage therapy, but in hearing their main concerns. Primarily, today's patients expect doctors and nurses to be open-minded and knowledgeable about potential applications of alternative medicine. Bringing AMTA's message to healthcare trade shows helps us to learn the best way to cooperate with this population and meet its expectations.

Charlie Behne (NJ) and Denise Logsdon (VA) at NCSL

In August, for the fifth year, the AMTA exhibit was at the National Conference of State Legislatures (NCSL) at Philadelphia, PA.

NCSL is a nonpartisan organization created to serve the legislatures of all 50 states, as well as commonwealths and territories. The exhibit provided an opportunity for AMTA volunteers to massage, and network with legislators and their staffs. National volunteers working the exhibit were Vice President John Balletto (RI), Vice President Steve Olson (ND), Member-at-Large Carolyn C. Talley (SC), Government Relations Committee Chair Denise Logsdon (VA), and Law and Legislation Assistance Subcommittee Chair Susan Jackson (CO). Also working the exhibit was Charlie Behne (NJ) and Valerie Corr, Government Relations staff member.

As in previous years, the AMTA's massage exhibit was one of the most popular at this convention, drawing more than 350 people during the three-and-a-half-day conference. AMTA volunteers made valuable contacts—physical as well as verbal—with 86 state senators and representatives, as well as legislative staff members and staffers from other healthcare organizations that were exhibiting at NCSL.

Useful information about legislative contacts that was gathered at the meeting was forwarded to chapters working toward legislation.

Also, the convention provided the opportunity for AMTA to thank lawmakers who helped frame and pass legislation in the past. At the same time, new relationships began with other legislators who wanted more information about massage therapy and were willing to help AMTA's legislative efforts in their states. Legislators and lobbyists readily volunteered their cooperation and support. Many are familiar with our cause and AMTA members in their states who have worked to get legislation passed. They left AMTA's booth feeling better and were better informed about massage therapy, the legislative needs of their constituents who are massage therapists, and the need to regulate massage to protect the public.

LA Representative Cynthia Willard-Lewis and Charlie Behne (NJ) at NCSL

Members of the Pennsylvania and New Jersey chapters who volunteered their time and their hands were coordinated by Government Relations Chairs Barbara Mikos (PA) and Barbara Benson (NJ).

Marketing at Work for Members

When the National Board of Directors approved the Marketing Plan in June 1996, it allocated funds to launch a program to serve members and to build national consumer awareness of massage therapy. Executed by the Communication staff at the National Office, and reviewed by volunteers, its overriding aim is to make membership in AMTA more beneficial than ever. Membership materials produced as part of the program were reviewed by: President Scott Lamp, President-Elect E. Houston LeBrun, Immediate Past President Virginia H. Anthony, Communications Chair Elliot Greene, Lori Bielinski (WA), Laurel J. Freeman (FL), Charles Tuttle (OH), Dana Whitfield (GA), and Jeffrey Young (MD).

Below are brief descriptions of some of the projects in the Marketing Plan that directly impact members.

Trade Shows

AMTA volunteers worked selected health care, athletic and legislative trade shows (see Exhibit Report on Pages 6 and this page) to: demonstrate massage therapy; spread the word about the massage therapy profession to other healthcare professionals and to professionals in other fields—such as legislators—who are in position to help; and explain the importance of AMTA membership when selecting a massage therapist.

Massage Therapy Awareness Week

Public awareness of the benefits of therapeutic massage gained a major boost in the press from the positive reaction to AMTA-sponsored events for National Massage Therapy Awareness Week, (October 19-25). National publicity tied to on site events coordinated by AMTA chapters and individual members helped to build the public's awareness of massage therapy's professionalism. The goal was to attract both media and public attention to the value and place of massage therapy in the healthcare field and to AMTA professionals as highly qualified healthcare providers.

Member Pricing

Effective November 1, a two-tier price structure will be instituted for products and publications, with members—of course—paying the lower price. This price structure appears in the new catalog that accompanies this issue of *Hands On*. Members will receive a 20% discount off the non-member price.

Brochures

We now have an exciting series of professional brochures to address questions commonly asked about massage therapy by healthcare practitioners and managers, athletes and their trainers, and the general public. Samples of these brochures are included in this mailing. Ordering details are on page 2 in the enclosed *1998 Catalog*.

Benefits Manual

Starting January 1, 1998, each member at renewal time will receive a Member Benefits Manual which tells how to access all AMTA benefits. Organized into the following categories, you will learn about the benefits of: financial protection, professional recognition, practice development and support, educational opportunities, and professional involvement.

National Convention Keynote Speakers

continued from page 1

the therapeutic effects of massage on persons of all ages with various medical conditions, including asthma, diabetes, HIV, and cancer.

Author of the book, *Infancy*, she is also editor of two sets of volumes, *High-Risk Infants* and *Stress & Coping*. Among her honors are the Boyd McCandless Distinguished Young Scientist Award of the American Psychological Association, an NIMH Research Scientist Award, and a number of NIH grants.

Like the keynote speakers, all of the educators participating in the Convention are unparalleled in their fields of expertise. They know how to convey cutting-edge information to help expand your practice and your mind.

There are two easy methods to help you choose which educational sessions to attend in Salt Lake City. One is to follow an educational theme. There are four subject areas: Working with Special Populations, Incorporating Movement Into Your Practice, Professional Development, and Spa Techniques.

The other method is to choose by the length of each session: 3, 4, 6, or 8 hours. Various combinations of workshops can accommodate individual schedules. All sessions will be held in the Salt Palace Convention Center.

You can register on site Tuesday evening, November 4, through Sunday morning, November 9. For more information, call 847.864.0123 x34 and ask for convention information.

AMTA Convention Calendar

1998

New England Regional Conference
Sheraton Tara Hotel
Framingham, Massachusetts
March 26-29
Contact: Beth Giguere
401. 233. 8108

AMTA National Convention
Omni Shoreham Hotel
Washington, DC
October 28-November 1

1999

New England Regional Conference
Sheraton Tara Hotel
Framingham, Massachusetts
March 18-21
Contact: Beth Giguere
401. 233. 8108

AMTA National Convention
Hilton Palacio Del Rio Hotel
San Antonio, Texas
September 29-October 3

See these new brochures enclosed with this issue of Hands On.

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